



Sunshine 5K Run/Walk & Kids 1 Mile Fun Run

Dear Valued Community Member:

The Colonial Heights Recreation and Parks Department will be hosting its **1st** Annual Sunshine 5K Run/Walk and Kids 1 Mile Fun Run on **Saturday, June 22, 2013**. The goal of this event is to raise money for the replacement of aging park playground equipment within the City of Colonial Heights and will provide a fun fitness activity for families in the Tri-cities area.

We are currently inviting our business community to consider sponsoring for the event. As a event sponsor your business will receive many advertising benefits according to your preferred sponsorship level. As an added benefit, all organizations that provide a donation or in-kind gift at the Silver sponsorship level or higher will have their name included on the welcome sign board located at the entrance of Flora Hill Park playground, which has been selected as our first playground to replace.

Traditionally, our community has been very involved in and supportive of, our community events. Our hope is that you, too, will take pride in being a part of this great Colonial Heights event. The enclosed sponsorship levels identify the benefit package that your company or organization will receive by being a part of this huge community event. If you are interested in being a sponsor of this year's event, please contact our office no later than **May 31, 2013**.

We appreciate your consideration and participation of this event and hope to hear from you soon. If you should need additionally information or have questions, feel free to contact our office at (804) 520-9390 or by e-mail to barrowk@colonialheightsva.gov. Thank you.

Cordially,

Kimberly T. Barrow





Sunshine 5K Run/Walk & Kids 1 Mile Fun Run

Sponsorship Proposal

JUNE 22, 2013

WHITE BANK PARK, COLONIAL HEIGHTS, VA

RAIN OR SHINE

8:00 AM

Rewards of Corporate Philanthropy:

Corporate Philanthropy shows the community your dedication to make the world a better place and is also tax deductible.

- Enhanced brand image and greater customer loyalty.
- Promotes Positive corporate reputation.
- Boosts employee morale, productivity and loyalty.
- Provides an avenue to expand into Emerging Markets.

Sponsorship Options:

Platinum - \$1,500 (one available)

- Listed in all promotions and publicity for the event
- Prominent display of logo/name on the front of all race t-shirts
- Company/organization name on finish line break tape and race numbers
- 8 complimentary race entries and 8 complimentary race t-shirts
- Plus all of the non duplicated benefits of the Gold, Silver, and Bronze Sponsorships

Gold - \$1,000

- Listed as sponsor in monthly newsletter with logo
- Prominent display of logo/name on the back of all race t-shirts
- Special PA announcements mentioning sponsor name before and after the race
- 6 complimentary race entries and 6 complimentary race t-shirts
- Plus all of the non duplicated benefits of the Silver and Bronze Sponsorships

Silver - \$500

- Company logo/name listed on the entrance sign board to new playground
- 4 complimentary race entries and 4 complimentary race t-shirts
- Plus all of the non duplicated benefits of the Bronze Sponsorships

Bronze - \$250

- Listed in all e-communication for the event
- Display of logo/name on all race t-shirts
- Display of name at the playground site
- Promotional materials in race packet and exhibit space/on-site display of materials/banner at the event
- 2 complimentary race entries and 2 complimentary race t-shirts

Other Sponsorships -

\$750 - All the non duplicated benefits of the Silver sponsorships (Gift-in-kind donations accepted)

- Kids 1 Mile Award Sponsor - Company name will appear on the back of all awards medals
- 5K Race Award Sponsor - Company name will appear on the back of all awards trophies

\$250 each - All the non duplicated benefits of the Bronze sponsorship (Gift-in-kind donations accepted)

- Food Sponsor - Company name will appear on a prominently located sign at the food station
- Water Bottle Sponsor - Company name will appear on a prominently located sign by food station

\$50 each - Listed in e-communication and will receive 1 complementary race entry & T-shirt

- Sponsor a Individual - Individual will be made aware of your generous donation for their participation
- Mile Marker Sponsor - Company name will appear on a one mile marker sign displayed at either the 1, 2, & 3 mile mark
- Water Station Sponsor - Company name will appear on a prominently located sign at the water station located at 1.5 miles

Level of Sponsorship: _____ Company/Organization: _____

Contact Name and Title: _____

Contact Phone # & E-mail: _____

Contact Address: _____

All sponsors will be contacted several times prior to the race for information regarding displays, promotional items, race registrants information, etc.

All checks are to be made payable to "CITY OF COLONIAL HEIGHTS FOUNDATION" memo Sunshine 5K. Please mail by May 31, 2013 to

Colonial Heights Recreation Dept, PO Box 3401, Colonial Heights, VA 23834. For questions or to pay by debit/credit card call 804-520-9390.